

## WHAT IS CLAIMED IS:

1. An anti-dandruff composition comprising:
  - (a) an anti-dandruff agent;
  - (b) a cooling sensate material; and
  - (c) a cooling sensate enhancer material.
2. The anti-dandruff composition of claim 1 wherein the cooling sensate enhancer material is selected from the group consisting of vanillyl C<sub>2</sub>-C<sub>8</sub> alkyl ether, a menthoxymethyl dihydroxyphenyl dioxolane, a menthoxymethyl hydroxymethoxyphenyl dioxolane, a C<sub>7</sub>-C<sub>12</sub> alkanolic acid vanillamide, a vanillin or ethyl vanillin C<sub>3</sub>-C<sub>6</sub> alkylene glycol acetal, ginger oleoresin, capsicum oleoresin, and capsaicin.
3. The anti-dandruff composition of claim 1 wherein the cooling sensate material is selected from the group consisting of a hydroxy-lower alkyl derivative of para-menthane, 1-isopulegol, mint oil, spearmint oil, peppermint oil, methyl salicylate, menthone, menthone glyceryl ketal, menthol, p-menthane diol, menthyl lactate, mono-menthyl succinate, an alkali metal salt of mono-menthyl succinate, an alkaline earth metal salt of mono-menthyl succinate, mono-menthyl glutarate, an alkali metal salt of mono-menthyl glutarate, a menthoxy-C<sub>1</sub>-C<sub>5</sub> alkanol, a menthoxy C<sub>1</sub>-C<sub>5</sub> alkyl ether, a C<sub>1</sub>-C<sub>3</sub> alkyl or dialkyl-N-substituted menthane carboxamide, a menthoxy-C<sub>1</sub>-C<sub>5</sub> alkanediol, a C<sub>1</sub>-C<sub>3</sub> alkyl or dialkyl-N-substituted C<sub>5</sub>-C<sub>12</sub> alkyl carboxamide, an alkyl cyclohexyl sulfone, an alkyl cyclohexyl sulfoxide and a cyclic  $\alpha$ -keto enamine.
4. The anti-dandruff composition of claim 2 wherein the cooling sensate enhancer is selected from the group consisting of a vanillyl C<sub>2</sub>-C<sub>8</sub> alkyl ether, a menthoxymethyl dihydroxyphenyl dioxolane, a menthoxymethyl hydroxymethoxyphenyl dioxolane, a C<sub>7</sub>-C<sub>12</sub> alkanolic acid vanillamide, a vanillin or ethyl vanillin C<sub>3</sub>-C<sub>6</sub> alkylene glycol acetal, ginger oleoresin, capsicum oleoresin, capsaicin, Jambu oleoresin, Spilanthol, saanshool-I, saanshool-II, sanshoamide, *Piper nigrum*, *Zanthoxylum peperitum*, chavicine and piperine.
5. The anti-dandruff composition of claim 2 wherein the cooling sensate enhancer is selected from the group consisting of Jambu oleoresin, Spilanthol, saanshool-I, saanshool-II, sanshoamide, *Piper nigrum*, *Zanthoxylum peperitum*, chavicine and piperine.

6. The anti-dandruff composition of claim 1 wherein the weight ratio of anti-dandruff agent:cooling sensate material:cooling sensate enhancer material is in the range of from about 0.7 to about 1.5 antidandruff agent:from about 0.5 to about 1.5 cooling sensate material:from about 0.001 to about 0.1 cooling sensate enhancer.
7. The anti-dandruff composition of claim 6 wherein the weight ratio of cooling sensate material:cooling sensate enhancer material is from about 1:0.1 to about 1:0.01.
8. The anti-dandruff composition of claim 1 wherein the anti-dandruff agent is the zinc salt of 1-hydroxy-2-pyridinethione; the cooling sensate material comprises menthol; and the cooling sensate enhancer comprises n-nonylic acid vanillamide.
9. The antidandruff composition of claim 1 wherein the cooling sensate material is a mixture of menthol and 2-isopropyl-N,2,3-trimethylbutyramide and the cooling sensate enhancer is vanillyl-n-butyl ether.
10. The anti-dandruff composition of claim 1 wherein the cooling sensate material comprises menthol and the cooling sensate enhancer is Jambu oleoresin.
11. The anti-dandruff composition of claim 10 wherein the cooling sensate material is a mixture of menthol and 2-isopropyl-N,2,3-trimethylbutyramide.
12. An anti-dandruff shampoo comprising water, a shampoo base and the anti-dandruff composition of claim 1.
13. The anti-dandruff shampoo of claim 12 wherein the weight percent of anti-dandruff composition is from about 0.5% to about 2.5% by weight of the shampoo.
14. The anti-dandruff shampoo of claim 12 additionally comprising a fragrance, each of the components of which has a  $C \log_{10}P$  (i) in the range of from about 1 to about 3, without restriction on the molecular weight of each of said components, (ii) in the range of from about greater than 3 to about 10 for components each of which has a molecular weight in the range of from about 120 to about 350 or (iii) in the range of from about 1 to about 3, without restriction on the molecular weight of each of said components and in the range of from about greater than 3 to

about 10 for components each of which has a molecular weight in the range of from about 120 to about 350, wherein *P* is the n-octanol/water partition coefficient of the fragrance component.

15. A method for reducing *pruritis* of the mammalian scalp caused by *seborrheic dermatitis* comprising the steps of (i) applying to said mammalian scalp a *pruritis* reducing quantity and concentration of the shampoo of claim 12 for a *pruritis* reducing period of time and (ii) applying to said mammalian scalp a rinsing quantity of water in order to remove residual shampoo.

16. The method of claim 15 wherein application of the shampoo to the mammalian scalp also exerts at least one of:

- i. a substantial soothing effect;
- ii. a deep-cleansed effect as measured by the IFF squeak test;
- iii. a significant itch reduction;
- iv. a substantial tingling effect;
- v. a substantial warming effect;
- vi. a substantial cooling effect; or
- vii. a significantly enhanced "menthol/medicinal" aroma.

17. A composition for reducing an itch sensation occurring on the outer surface of the mammalian epidermis comprising:

- (a) an anti-itch agent;
- (b) a cooling sensate material; and
- (c) a cooling sensate enhancer.

18. The anti-itch composition of claim 17 wherein the cooling sensate enhancer material is selected from the group consisting of a vanillyl C<sub>2</sub>-C<sub>8</sub> alkyl ether, a menthoxymethyl dihydroxyphenyl dioxolane, a menthoxymethyl hydroxymethoxyphenyl dioxolane, a C<sub>7</sub>-C<sub>12</sub> alkanolic acid vanillamide, a vanillin or ethyl vanillin C<sub>3</sub>-C<sub>6</sub> alkylene glycol acetal, ginger oleoresin, capsicum oleoresin, capsaicin, Jambu oleoresin, Spilanthol, saanshool-I, saanshool-II, sanshoamide, *Piper nigrum*, *Zanthoxylum peperitum*, chavicine and piperine.

19. The anti-itch composition of claim 18 wherein the cooling sensate material is N-ethyl-p-menthane-3-carboxamide.

20. The anti-dandruff composition of claim 3 wherein the cooling sensate material is N-ethyl-p-menthane-3-carboxamide.

21. A personal care composition comprising a personal care composition base and admixed therewith the anti-itch composition of claim 17.

22. The personal care composition of claim 21 wherein the personal care composition base is selected from the group consisting of a shampoo base, an ointment base, a soap base and a cream base.

23. A method for reducing an itch sensation occurring on the outer surface of the mammalian epidermis comprising the step of applying to the mammalian epidermis an itch-reducing quantity and concentration of the personal care composition of claim 21.

24. A method for reducing *pruritis* of the mammalian scalp caused by *seborrheic dermatitis* comprising the steps of (A) applying to said mammalian scalp a *pruritis* reducing quantity and concentration of an anti-dandruff shampoo comprising water, a shampoo base, a fragrance, each of the components of which has a  $C \log_{10}P$  (i) in the range of from about 1 to about 3, without restriction on the molecular weight of each of said components, (ii) in the range of from about greater than 3 to about 10 for components, each of which has a molecular weight in the range of from about 120 to about 350 or (iii) in the range of from about 1 to about 3 without restriction on the molecular weight range of each of said components and in the range of from about greater than 3 to about 10 for components each of which has a molecular weight in the range of from about 120 to about 350, wherein P is the n-octanol/water partition coefficient of the fragrance component, the concentration range of said fragrance being in the range of from about 0.03% to about 5.0% by weight of the anti-dandruff shampoo and from about 0.5% to about 2.5% by weight of the shampoo of an anti-dandruff composition consisting essentially of

(a) an anti-dandruff agent;

(b) a cooling sensate material selected from the group consisting of N,2,3-trimethyl-2-isopropyl-butyramide and N-ethyl-p-menthane-3-carboxamide ; and

(c) a cooling sensate enhancer material which is a C<sub>7</sub>-C<sub>12</sub> alkanolic acid vanillamide

wherein the weight ratio of anti-dandruff agent :cooling sensate material :cooling sensate enhancer material is from about 0.7 to about 1.5 antidandruff agent: from about 0.5 to about 1.5 cooling sensate material :from about 0.001 to about 0.1 cooling sensate enhancer material for a

*pruritis* reducing period of time and (B) applying to said mammalian scalp a rinsing quantity of water in order to remove residual shampoo, whereby the application of said shampoo exerts:

- i. a substantial soothing effect;
- ii. a deep-cleansed effect as measured by the IFF squeak test;
- iii. a significant itch reduction;
- iv. a substantial tingling effect;
- v. a substantial warming effect;
- vi. a substantial cooling effect;

and

- vii. a significantly enhanced "menthol/medicinal" aroma

during use and from 1-30 minutes post-use.

25. The process of claim 24 wherein in the anti-dandruff composition, the cooling sensate material is N,2,3-trimethyl-2-isopropyl-butyramide and the anti-dandruff agent is zinc pyrithione.

26. The process of claim 24 wherein in the anti-dandruff composition, the cooling sensate material is N-ethyl-p-menthane-3-carboxamide and the anti-dandruff agent is zinc pyrithione.